

# **WASHINGTON STATE POSTPARTUM DEPRESSION AWARENESS CAMPAIGN WORK PLAN**

## **Background:**

On May 9, 2005, Governor Christine Gregoire signed SB 5898 into law, authorizing the Washington State Postpartum Depression (PPD) Awareness Campaign. The Washington Council for Prevention of Child Abuse & Neglect (WCPCAN) was identified to lead the campaign, and \$25,000 in public funds authorized to support the campaign. After a broad outreach effort to identify interested parties, in mid-July WCPCAN convened content experts, advocates, those who had experienced PPD and other community members to meet to lay the groundwork for the campaign. Detailed notes from this session and other documents used to inform the planning process (relevant research, information about other states' campaigns, news articles) are or will soon be available on the WCPCAN website, [www.wcpcan.wa.gov](http://www.wcpcan.wa.gov). The following represents a work plan developed from this input.

## **Campaign Scope/Focus:**

Mental health issues affecting women (and their children, partners and families) during pregnancy and postpartum (such as anxiety, obsessive/compulsive disorder, bipolar disorder, post-traumatic stress disorder, and psychosis) are many and complex. WCPCAN understands that 'Postpartum Depression' as a term doesn't adequately capture these complexities. We also understand that in the process of raising public awareness, the challenges related to effectively addressing PPD – systemic problems like the lack of services and uneven service quality -- may well be aggravated.

However, the legislation mandating this campaign is specific to “communicating the significance, signs and treatment of PPD.” To be successful with the limited resources available in achieving this fundamental goal, WCPCAN plans to:

- use the term “Postpartum Depression” as a stand in reference for the full range of disorders that afflict women, and
- focus very clearly on the communication tasks related to raising awareness and support but leave to other leadership the broader challenge of addressing systemic issues.

If the Washington State PPD Awareness Campaign is successful, we believe we will contribute significantly to creating both the increased understanding of the complexities of the mental health issues women face during pregnancy and postpartum, and help build the public will necessary to create the resources needed to effectively respond to systemic problems such as the current lack of needed services.

## **Core Activities:**

Within identified resources (\$25,000 in state funding, WCPCAN staff time, support from identified partners), the campaign will undertake the following core activities:

- Securing commitments from identified partners for in-kind support
- Branding the campaign with a distinctive name, tagline and look
- Developing a brochure with basic information about the warning signs of and resources available to help with PPD

- Distributing the brochure:
  - to all children born in Washington via inclusion in Child Profile mailings to new parents
  - to health care professionals serving women during pregnancy and postpartum (OB/GYN's, pediatricians, midwives, doulas, breastfeeding support providers, lactation consultants, childbirth educators etc.) via direct distribution to professional organizations
- Developing and widely promoting an easily identified website that contains a wide range of informational resources, including links to referral resources for treatment
- Engaging media interest via press releases, a launch event, and distribution of PSA's for use on radio
- Distributing news articles to targeted publications (corporate newsletters)
- Encouraging partners to use their formal and informal electronic and other communication networks and training events/conferences to promote message awareness and share information about the campaign.

In addition, the campaign will:

- Regularly convene a Leadership Advisory Group to seek input on and refine strategies and tactics
- Regularly communicate about the campaign's progress to interested parties
- Identify sources of and seek to secure additional resources (funding and expertise) to leverage state funds and extend the campaign's reach and impact
- Support the work of advocates and others to develop policies and programs to address systemic challenges related to treatment access and quality
- Establish and track progress toward performance measures

### **Supplementary Activities:**

Even with the \$25,000 in public funding allotted by the state legislature for the campaign and the in-kind resources committed by WCPCAN and its partners in support of the campaign, the scope of work that can be undertaken will be limited by resource constraints. To address these constraints, WCPCAN will work with the campaign's Leadership Advisory Group to identify private and other sources of support that will extend the campaign and increase its impact.

If/when resources are secured beyond those currently identified, the campaign will include:

- Developing PSA's for use on TV
- Purchasing paid advertising
- Organizing a major awareness-raising event
- Supporting the development of a 'train-the-trainers' program
- Developing & supporting a formal Speakers Bureau

**Budget: Core Activities***(For the 18 month period July 05 – December 06)*

	Cash	In Kind
Personnel	\$4,200	\$53,100
Supplies	500	300
Communications	360	450
Printing & Copying	7,400	100
Purchased Services	7,500	430
Travel	100	250
Other	5,000	1,000
<b>TOTAL</b>	<b>\$25,060</b>	<b>\$55,630</b>

**Notes:**

1. Staff: (18 mos. salary & benefits @ 22%) Program: .2 FTE Communications Dir. @ \$15,400; .1 FTE Policy & Practice Dir. @ \$8,500; .25 FTE; Admin Intern/Web Developer @ \$4,200; Admin & Support: .05 Exec. Dir. @ \$6,700; .25 FTE Office Asst. @ \$10,650; .05 FTE Office Asst./Fiscal @ \$2,850  
Volunteers: Leadership Advisory Group: 320 hrs @ \$15/hr. per United Way of America standard valuation @ \$4,800
2. Supplies: Miscellaneous office & meeting supplies
3. Communications: Website redirect @ \$20/mo.; St of WA Dept. of Information Services (web hosting & AV streaming) @ \$25/mo.
4. Printing: 115,000 brochures English @ 5¢ ea.; 15,000 brochures Spanish @ 11¢ ea.; copying @ \$.0125/copy; other TBD
5. Purchased Services: Contracted mtg facilitator 7-13-05 @ \$1,013; translation services @ \$500; 7-13-05 meeting room rental @ \$225 & refreshments @ \$832; other meeting & related costs TBD @ \$1,430; CHILD Profile brochure distribution @ \$2,000; other TBD (i.e. outreach) @ \$1,500
6. Travel: Mileage @ .0405/mi.
7. Other: Support & scholarships - Postpartum Support International Conference April 06 @ \$1,250; Interagency Reimbursement – DSHS Graphics to design PPD brochure (25 hrs @ \$75/hr. x 25 hrs.) \$1,875; Other TBD @ \$2,875

**Supplementary Activities***(All figures are preliminary)*

	Estimated Cost
TV PSA's	\$30,000
Paid advertising	100,000
Major event	25,000
Train the trainers	25,000
Speakers Bureau	20,000
<b>TOTAL</b>	<b>\$200,000</b>

## Timeline:

	July-Sept 2005	Oct-Dec 2005	Jan-Mar 2006	Apr-Jan 2006	July-Dec 2006
Commitments	▪ Secure from partners	▪ Identify, cultivate prospects	▪ Solicit prospects		
Branding	▪ Develop				
Brochure		▪ Develop ▪ Secure distribution via Child Profile ▪ Identify, outreach to professional organizations	▪ Disseminate through Child Profile  ▪ Disseminate through professional organizations		
Website	▪ Develop content, format		▪ Launch	▪ Maintain/update	
Media		▪ Create public launch event	▪ Implement campaign public launch event		
	▪ Develop pitches ▪ Develop website “Press Room” ▪ Identify spokespeople	▪ Pitch stories ▪ Serve as resource to media			
Newsletters		▪ Identify, outreach to prospects	▪ Provide stories		
Networks/ Communication	▪ Identify/ outreach to prospects with communication networks  ▪ Promote campaign involvement via WCPCAN website, newsletter				
Leadership	▪ Convene	▪ Convene		▪ Convene	▪ Convene
Systems/ Policy		▪ Identify current policy issues, partners	▪ Track issues in legislature	▪ Develop policy proposals	
Evaluate	▪ Establish performance measures	▪ Measure			▪ Report on measures

## Evaluation:

(Under construction)

## Leadership Advisory Group:

Carol A. Allen	Public Health Seattle King County
Kathryn Barnard, Ph.D.	UW School of Nursing/Center on Infant Mental Health & Development
Cheryl Murfin Bond	Seattle Midwifery School
Margie Bone, MD	Community Birth & Family Center
Leija Davis	NW Association of Postpartum Support
Tim Gahm	PEPS (Program for Early Parent Support)
Carla Hershman	Stroum Jewish Community Center
Heidi Koss-Nobel	Postpartum Support International of Washington
Laurie Lippold	Washington State Academy of Pediatrics/Children's Home Society of Washington
Carol Maurer	King County Children & Families Commission
Linda McDaniels	Parent Trust for Washington Children
Nicole Pender	CHILD Profile, WA State Department of Health
Merrie Lynn Rice	Pierce County Breastfeeding Alliance / Tacoma Pierce County Health Department Pierce County
Rep. Shay Schual-Berke, MD	State Representative, 33 <sup>rd</sup> Legislative District
Thomas Soukakos	Business Owner



### WCPCAN Staff:

Chris Jamieson, Communications Director (Campaign Lead)  
Kristen Rogers, Director of Policy & Practice  
Joan Sharp, Executive Director

*NOTE: This plan was developed from input received from stakeholders convened in July 2005 and from information available from reliable sources regarding effective public awareness campaigns. A draft of the plan was circulated to the campaign's Leadership Advisory Group and their suggestions considered/incorporated into this 'final' version. While the plan is intended to provide reliable guidance for campaign implementation, it is also intended to be a living document that will change in response to new learning/changed conditions. Comments are welcome at [wcpcan@dshs.wa.gov](mailto:wcpcan@dshs.wa.gov) or 206-464-6151.*